

GREAT STRUCTURE FOR MOVING PICTURE INDUSTRY A NOVELTY IN CONSTRUCTION

With Safety Vaults for Films, Model Projection Theatres, Fireproof Winding Rooms and Many Other Features, New Seventh Avenue Building Answers Every Demand of Film Makers

Any one who thinks there is nothing new under the sun will have to change his views if he visits the building which George Backer has just completed for the moving picture industry at the corner of seventh avenue and Fortieth street. New York has become so accustomed to buildings of enormous height, to palatial residences, to \$20,000 a year apartments and to luxurious playhouses that to many persons it seemed that the era of novelty in the building world had passed and that construction had finally settled down to the humdrum of doing over and over again what many builders have already done many times. But New York builders are right up with the times. They keep pace of the development of industry and art and when the occasion arises for a profitable building operation they are ready with comprehensive plans.

Development of the motion picture industry found New York well supplied with the large buildings where offices would be established, but few structures where the hundreds of concerns that handle highly inflammable films could safely store them. The new building, which is in a class with black powder, is so strict that few structures can comply with them. Most of the buildings in New York were put up before the motion picture attained its present popularity, and of course before the fire rules relating to films were made. Most owners do not want film companies to store their films in their buildings, and the average semi-fireproof building increases the insurance rate of using film in a constant state of use and through fear of fire.

It was these conditions which made necessary for many film companies to rent old buildings and make them fireproof and caused others to have separate film and salesrooms. It also was this condition which gave to Mr. Backer the idea of erecting a huge structure where all of the leading film companies of the city could locate in a building so constructed that they might have their offices and showrooms together, where they could handle their films without the fear of a great conflagration in the event of the starting in any part of the structure.

Within the last month this building, a rarity not only in New York but in the entire country, was opened for tenants. It is already the center of the moving picture industry in this part of the world. Almost entirely tenanted the building has thirty lessees representing more than 200 corporations which



ENTRANCE TO GODFREY BUILDING

make and sell motion pictures, cameras, projecting machine and all the other essentials to the motion picture business. It is to this building that exhibitors go in search of material and it is from this building that a large part of the films come that daily amuse the many thousands of movie patrons throughout the city.

To say that the building is the most fireproof structure ever erected in the city might cause dispute, but no exception can be taken to the statement that the Godfrey Building, for that is its name, is as fireproof as a building can be made in steel with brick walls. Even for trim or picture moulding has been used in construction. It is just a sixteen story mass of brick, concrete, steel and glass, and to a large extent has been built in a fireproof manner. It is just a sixteen story mass of brick, concrete, steel and glass, and to a large extent has been built in a fireproof manner. It is just a sixteen story mass of brick, concrete, steel and glass, and to a large extent has been built in a fireproof manner.

This building is equipped with specially constructed vaults for the storage of films, with projection theatres for showing films to prospective customers, and with winding rooms where films can be rewound after having been shown, without danger of fire.

The vaults and projection rooms are made of steel, and because they are so solidly new, but because they also have turned a considerable part of the darkest and most undesirable part of the building into its best paying part. Every floor has a vault, a large space the walls of which are formed of the heaviest kind of fireproof brick encased in solid concrete. There is a heavy steel door to each vault provided with a combination lock just like a safe, for many of the films are of great value and every provision for care is taken about them. Within the vaults are many racks of metal where films can be safely stored, a special ventilating system keeping the air in such condition that combustion is impossible. But the

CENTRE OF NEW YORK'S MOVING PICTURE INDUSTRY GODFREY BUILDING 49th ST and 7th Ave.

ONE OF THE PROJECTION ROOMS

GEORGE BACKER, BUILDER

250 Madison avenue, to William A. Eselle, furrier, office at 1324 Broadway, to A. Vogt, office at 1363 Broadway, to the American Trans Oceanic Company, office in the Foster building, 280 Madison avenue, offices to the Indiana Quarries Company and the Wellesley Realty Corporation in the same building, also rented part of lot at 63 West Thirty-sixth street to the Adel Embroidery Company.

BUYING BROOKLYN REALTY.

Frank A. Seaver & Co. and Frank H. Maman have sold the family brick detached house, with garage, at 176 Sixty-eighth street, for the Owl Head Realty Company to a buyer for occupation. Seaver & Co. sold 1000 Moskowitz to John Seibert, 315 Bay Ridge avenue, a four story twenty family flat. The buyer gave in part payment the four story double flat at 212 Hudson street, which has been resold to Lena Blum.

R. A. Schilling has sold for Mary Ast the three-story six-family house at 257 Elmwood street to William Luster.

WHITESTONE ESTATE BUYER. Edwin P. Roe has sold at Whitestone, L. I., the J. H. Hagen Estate, comprising about twelve acres, to Oscar Harns of Manhattan.

RENTING FOR TRADE USES.

The F. R. Wood, W. H. Dolson Company, has rented to the Aerial Age Weekly, offices in the Foster building,

HOME DEMAND CONTINUES.

Brooklyn Builders Doing Their Best to Meet It.

New building operations in Brooklyn during the last week totalled \$374,000. Forty-five buildings were projected, of which six are tenements, to cost \$199,000; twenty-four small dwellings, cost \$89,400, and fifteen miscellaneous structures, cost \$15,600. An addition to the nine story office building of the New York Telephone Company on Beorum street near Lorimer street, included in alterations, will cost \$150,000.

The southeast corner of Seestrand and Vernon avenues is to be the site of four four story brick tenements, with accommodations for more than 100 families. The Schow Construction Corporation is the builder and the cost will aggregate \$160,000. A four story brick tenement to cost \$30,000 will be built by Morris Kutz on the northwest corner of Hendrix street and Belmont avenue.

88,000 HARLEM GARAGE. Plans have been filed for a two story garage for the northeast corner of Amsterdam and 116th street. It will be 42 feet front by 100.11 feet deep, and the architect, Sommerfeld & Stecker, have estimated the cost at \$8,000. Eugene Higgins is the owner.

WEST SIDE HOUSE RENTED. The Houghton Company has leased the five story American basement dwelling at 250 West 102d street, between Broadway and West End avenue, for Dora M. Tooker to Margaret Hayes.

827,000 MONTCLAIR SALE. Nels D. Nelson has sold, through the Simpson-Merritt Company, the newly completed residence at 195 Midland avenue, Montclair, N. J., for about \$27,000.

TAKES RED BANK CORNER. W. A. Hoping has sold for Arthur F. Swift, the four story brick building at the northwest corner of Broad and Monmouth streets, Red Bank, N. J., to Jacob Kridel. Mr. Kridel purchased a few years ago the four story brick building at the corner of Broad and Front streets, through W. A. Hoping. He now owns the two most prominent business corners of the town.

HOWARD BEACH BUILDING UP. Three More Bungalows Planned—Demand on the Increase.

At Howard Beach Estates building activity is on the increase. Contracts have been closed by the Howard Estates Development Company with Johnson & Martin, builders, for the construction of three new houses for customers, ranging in cost from \$3,500 to \$4,000. One of these houses of the semi-bungalow type and stucco exterior will be located on Dunham avenue, between Deer and Elkhorn streets; the second, a Dutch Colonial, on Deer street, between Egan and Flinn avenues; and the third, a semi-bungalow of the modern seashore, shingled type, on Flinn avenue, a short distance from Shellbank basin.

Three houses, costing from \$2,500 to \$3,700, exclusive of land, now being constructed by Samuel Gilroy, builder, for K. Poulsen, Mrs. Mary A. Galer and Mrs. M. L. De Coster for their own occupancy as year homes are nearing completion.

Miss Fay Kellogg, architect for the Howard Estates Development Company, is making plans for a \$4,000 two story home for William K. Ruby of Manhattan, to be erected on the east side of Deer street, between Flinn and Egan avenues, a short walk from the Howard Beach station. Plans are also being drawn for a six room semi-bungalow for Mrs. Lann Ludwig of Manhattan.

WANT COAL INVESTIGATION.

Petition Being Signed for Presentation to Government.

A campaign has been started to satisfy the Federal Trade Commission that people of New York desire an investigation into the anthracite coal situation which now promises an increase in cost to consumers. A petition has been sent to thousands of people throughout the city by the Real Estate Board of New York and the New York Building Managers Association for signatures asking that the Federal commission investigate the charges which the various real estate associates have made.

These charges were sent to President Wilson some time ago. He turned them over to the Trade Commission, which has notified the local real estate interests that if it is the desire of consumers it would investigate these charges.

SEASHORE BUYING GOOD.

The Neponset Realty Company has sold its Rockaway development, known as the Seashore, to the Seashore Realty Company, which is located about six miles from Atlantic City, along the Seashore Air Line. The property includes about fourteen and one-half acres of land, fronting on Cedar Creek, and included are about twenty-eight tenant houses and two cottage structures. These mills were and are successfully operated for many years. The buildings consist of two one story brick structures equipped with a sprinkler system, steam heat and electricity.

OFFERINGS AT AUCTION. Joseph P. Day will offer a large collection of estate and other properties during the coming week. The parcels are located in Mount Vernon, Yorkers, Belle Harbor, Manhattan and The Bronx. The list includes:

On June 27 at the Exchange Salesroom a two and a half story frame dwelling on Brighton avenue, 250 feet from the ocean, Belle Harbor, L. I., 32 Cliff avenue, Yonkers, a two and a half story frame dwelling, with garage, 19-19 1/2 South Fifth avenue, Mount Vernon, N. Y., three and four story tenements, a plot 40x100 on Hudson street, and Johnson & Martin, builders, a plot 100x120 on Jamaica Bay, to S. B. Mandel a plot 100x143 adjoining his new residence on New York avenue, facing Jamaica Bay, to Miss C. A. Miller of Boston a plot 60x100 on Dakota street, to Dr. Paul E. Besset a plot 60x142 on Newport avenue, facing the ocean, to John H. McAfferty, a plot 60x100 on the corner of Newport avenue and Ontario street, on which he is erecting a house to cost \$4,000, and to Mr. E. L. Laverie a plot 40x100 on Sempronie street, on which she is building a house costing \$4,500.

PLANNING PARK AVE. HOUSE. Francis P. Palmer, buyer of the site of the former Trulline Content of S. Theresa at the northwest corner of Park avenue and Ninety-third street, having plans made by Delano & Aldrich architects, for a five story residence. The plot fronts 64 feet on Park avenue and 100 feet on the street.

DELAY IN MEETING LABOR LAWS COSTLY

Increased Cost of Building Material Causing Owners Trouble—Prices Up 100 Per Cent.

Owners of buildings under the ban of the Labor Department have an extra difficulty confronting them in the increasing cost of building material. For the last six months building material prices have been on the upward plane. The price of steel, brass, tin, zinc, copper and other metals used extensively in meeting the orders of the Labor Department has been jumping upward nearly every week. Not until the last few months have owners with orders against their property come face to face with the high cost of metals and the like due to the great market created by the war. In most cases these owners have been postponing the executing of the changes in the hope that the next day or the next month would bring a reduction in the price of material.

Every sort of subterfuge has been brought into play to delay the enforcement of these orders. Somehow Labor Department officials have accepted many of these pretenses, not because they believed them but because the situation has been appreciated by the department. Perhaps an unwritten order or a hint has been passed to inspectors to be less exacting with property owners at this time.

Just what the strict enforcement of labor laws at this time would mean in dollars and cents may be estimated by the following incident. About four months ago a real estate agent was notified by the Labor Department that fire escapes should be put on a building of five stories. He got estimates for the work from a contractor and notified the owner. After the first shock of the order had passed the owner put it out of his mind. The other day the Labor Department got tired of delays and gave fifteen days for the work to be done. Estimates were again obtained, and to the surprise of the owner it will cost nearly twice as much to put fire escapes on his building. Four months ago the highest bid for the job was a little less than \$400. The latest estimates range from about \$725 to nearly \$900.

This incident is true with many owners not only in regard to fire escapes but in almost every other kind of alterations demanded by the Labor Department.

PROVIDING FOR QUEENS FUTURE

Area Larger Than Manhattan Set Aside for Industrial Use.

Certainly that Queens Borough will continue to expand as an industrial section, despite the fact that it has grown faster along these lines than any other part of the city in the last five years, is the opinion of the Municipal Commission on Building Districts and Restrictions to set aside approximately 22,000 acres, or 30 per cent of the area of Queens, for industrial development. This is an area greater than the entire Borough of Manhattan and is nearly as large as the Borough of The Bronx. The remaining 70 per cent of the area of Queens, some 55,000 acres, to be developed for residences and stores is even greater than the area of the entire Borough of Brooklyn.

In order to study and set forth the extensive commercial and industrial advantages and facilities of that borough the Chamber of Commerce of the Borough of Queens has decided to establish an industrial bureau which will work with the manufacturing and industrial communities.

The Chamber of Commerce has also decided to establish a traffic bureau, with an experienced railroad man as manager. The bureau will give general transportation advice and assistance to the business men of Queens.

WESTCHESTER NOW PLANNING.

Conference to Discuss Beautification of Entire Country.

When the Westchester County Planning Commission, composed of prominent residents of the county, holds a county conference at the White Plains court house on Thursday evening June 22, it is expected that arrangements for various projects for city planning will be developed on a wide scale.

Joseph S. Wood of Mount Vernon has a plan to suggest for the purpose of

laying out a parkway along the Mamaroneck River and the Pocantico, similar to the schemes now being carried out by the Bronx River Parkway Commission. Mr. Wood would have all three parkways converge at White Plains. The purpose of the first conference is to discuss the subject of community planning and methods of organization and cooperation. One of the principal speakers will be Frank B. Williams of the City Club of New York. It is the purpose of the County Planning Commission with the cooperation of local commissions to prepare a complete plan for the practical and efficient development of the county, including highway and street systems, parkways and boulevards and water supply and sewerage systems.

COUNTED BROADWAY CROWD.

Merchants Seeking Store Clocks Pedestrians for Twelve Hours.

A merchant from Chicago who plans locating his business in the Times Square section has discovered that almost every corner on Broadway is a traffic point of heavy pressure. He has concluded to take a place on Broadway north of the Strand Theatre. His business is one of those which depend a good deal on pedestrian traffic, and to make sure that he was not located in a spot which was not as congested as other points of Broadway which could not be secured for the rental that he wanted to pay, he took a count of the number of people who passed the southwest corner of Broadway and Fortieth street in twelve hours.

Starting at 11 o'clock in the morning he kept counting every one who passed until 11 o'clock at night. Except for the time taken for eating he was there continuously. His count told him that 57,600 persons had passed him. This figure down to an average of 4,800 to the hour and 80 to the minute.

MOVIE STAR BUYS HOME.

Leah Baird of Vitaphone Co. to Live at Manhattan Beach.

Mrs. Arthur Beck, known professionally as Leah Baird of the Vitaphone Company, will occupy when finished the new home now building at 278 Exeter street, corner of Hamilton street, Manhattan Beach.

The house occupies a plot 100x100 feet. The lower portion is built of red brick and the upper half of white shingle with a roof of shingles. On the first floor is a large living room, 15x24 feet, finished in red English oak, with stone fireplace and carved beam ceiling. The dining room, on the same floor, in Adam period, has white and gray decorative motifs. From the dining room is a fast room and conservatory, with an aquarium, are reached. At one end the dining room opens onto a dinner porch enclosed in glass.

Upstairs is a Japanese suite, study, bedroom, dressing room and bath, and a sleeping porch. These are all on the south side. On the north side are two guest chambers and a bath.

When completed this will be one of the finest homes recently built at Manhattan Beach by the A. P. Cassidy Corporation, to whose credit is placed many of the attractive homes that grace the fine waterfront development.

BALDWIN HARBOR YACHT CLUB.

Residents of South Shore Colony Buy Acre of Land for Clubhouse.

Home buyers and residents of Baldwin Harbor, L. I., have organized the Baldwin Harbor Yacht Club. Comprising its membership are several well known professional and business men of New York City.

An acre of ground on the shore of Milmam Bay has been acquired as a site for the clubhouse, plans for which are now being prepared in Manhattan. The total cost will be \$15,000. The numerous waterways at Baldwin Harbor that join Milmam Bay and bay as well as the harbor itself make a collective harbor for motor boats and yachts.

Several of the new dwellings recently built in this section, some of which front on waterways and the owners have built attractive bathhouses on their shore lines.

REALTY MARKET NEWS AND COMMENT

Half Holiday Reflected in the Day's Trading—Troy Man Buys Rye Acres.

Trading in real estate was confined today to narrow lines. Big business could hardly be expected now that the half-holiday season is in force. The few properties sold were of no great value. They were bought by investors. The attractions of the city's suburbs have led to the purchase of a big tract in Rye by a Troy manufacturer, who plans to establish there a fine country house.

INVESTORS BUY FLATS.

WALTON AVENUE.—An investor has bought from the Hurley Caldwell Construction Company the five story flat,

Trust Company Employees Build Fine Club Home on Shore of Jamaica Bay

Employees of the Metropolitan Trust Company, members of the Metro Club, will have a splendid country home when the clubhouse now under construction at Howard Beach Estates on Jamaica Bay is completed and the grounds made to conform to the plans prepared for them. The club is fostered by the trust company, the president of the company, George C. Van Tuyl, Jr., being honorary president of the club.

The clubhouse, with its tennis courts, garage and other attractions, will occupy a frontage of 200 by 100 feet on the northeast corner of Nollie and Vanderwer avenues, with a full sweep of Jamaica Bay in front and the 300 foot wide Shellbank Basin on the west. No line avenue is the bay front street,

being separated from the beach only by the waterfront park, 200 feet wide, and the beach walk now under construction.

The club building, according to the plans of Holmes & Winslow, architects, is to cost \$14,000 and will be of the Dutch Colonial type, two story and attic, white clapboard exterior with green roof and trim. A wide porch will extend along the full front and partly on the west side, the roof of the porch being enclosed by a balustrade and covered with canvas for outdoor lounging and observation. The first floor, with beamed ceilings and a great open fireplace of field stones, will comprise reception rooms for women and guests, commodious lounging and dining rooms, built in book cases, a kitchen, butler's pantry, and two private bedrooms and baths for officers and older members.

The officers of the Metro Club are Thomas W. Dymann, president; J. Walter Benson, vice-president; George F. Sibley, treasurer, and William J. Murphy, secretary.

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Charming Water Views Are Features of Dwellings at Mountain Lakes, N. J.

